

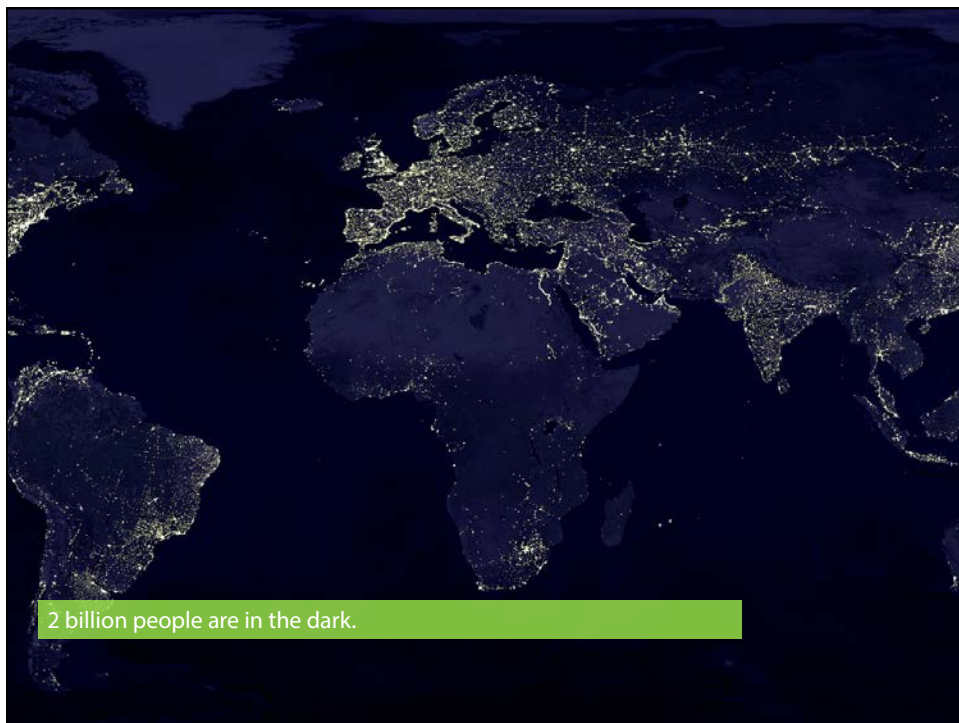
STORYTELLING

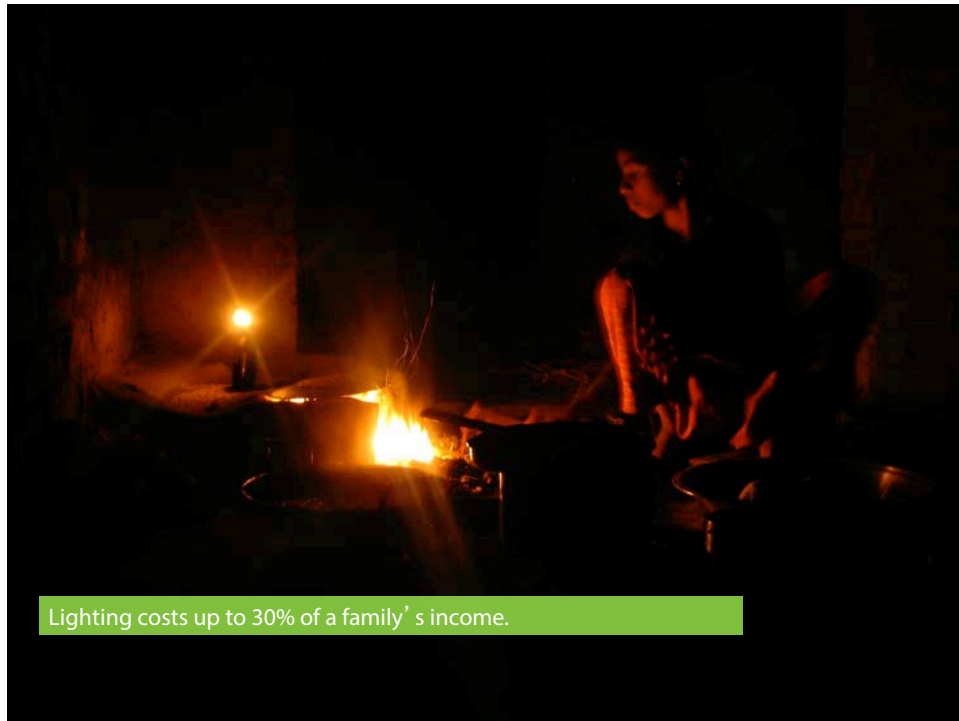


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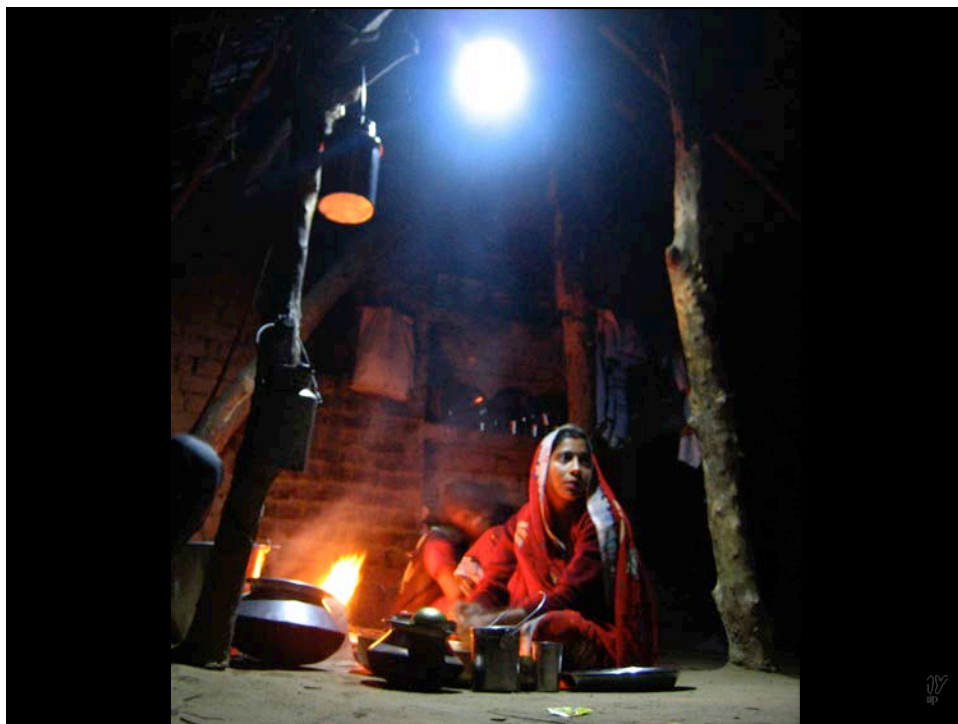




Lighting costs up to 30% of a family's income.



Almost 1/2 the population of SE Asia lives without electricity.



Your Project Pitch:

Logistics –

- 5-10 minute pitch, within a 30-minute session
- Audience: Panel of 3 people
- When: Week of Feb 8 – Feb 12

Required Elements (one slide each) –

- Project Name
- Short explanation of project in a few simple sentences (using simple language – imagine explaining to a five-year-old)
- List of your team members
- Bootcamp dates that won't work for you

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Your Project Pitch:**The Meat of the Pitch –**

- You have a problem worth trying to address (what's the potential impact?)
- You have a possible solution that's interesting and seems to get to the core problem (and likely a little outside the box)
- You're the right people to run the project (leadership, knowledgeable, office-alignment, etc)

Questions we're likely to ask–

- Clarifying questions re the problem area and your proposed solution(s). (So... what are you doing?)
- Questions regarding the Discovery phase. (Who did you interview and why?)
- What was the biggest thing you learned from your interviews? (If anything...)

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STORYTELLING



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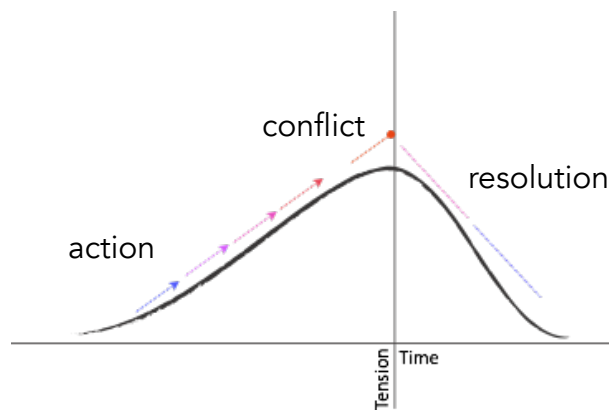


Why is storytelling important?

- We are natural-born storytellers
- Stories are sticky
- Stories can convey more **depth** of information than lots of data and other content

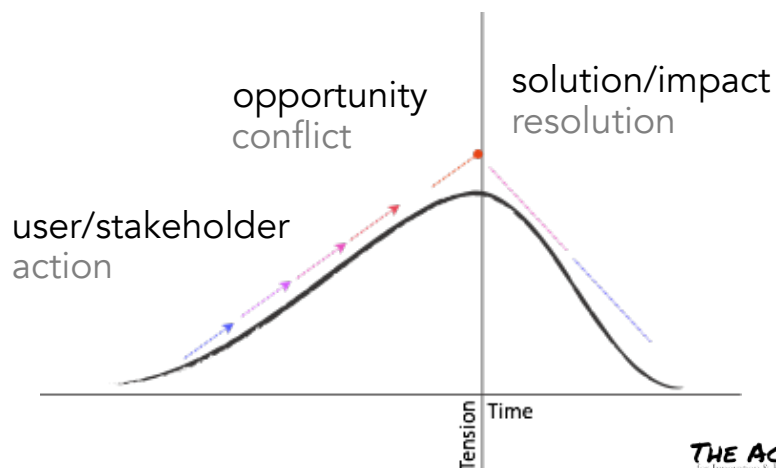
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A story is a **character**-driven dramatic narrative.



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A **story** can also be used to **introduce** and **advocate** for a new idea.



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Who is the Kamla Devy in your own story?



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PROCESS

1. Identify your character:

Create a persona.

2. Prototype your story

3. Add personality

4. Design a hook

5. Craft your story

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Persona

1. Choose one customer (probably your end user!) that you interviewed.

Kamla Devy:

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Persona

1. Choose one customer (end user, if possible) that you interviewed.
2. Make sure you have an image of them. (Sketch if necessary.)

Kamla Devy:



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Persona

1. Choose one customer (end user, if possible) that you interviewed.
2. Make sure you have an image of them. (Sketch if necessary.)
3. Write a **profile** for the persona (series of bullet points that describe the person).

[Note: You might consider basing your persona on a composite of multiple – the key is to be specific with detail!]

Kamla Devy:
(village in Uttar Pradesh)



- 27-years old
- Mother of 4 children
- 3 children go to school
- Husband Udayvir is a farmer
- Uses kerosene (ration) as primary lighting source
- Uses kerosene at morning & night
- Morning: tidy buffalo shed + gather cow dung
- No kerosene, no light; ends up stepping in cow dung

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PROCESS

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TWO EXAMPLE STORY ARCS

(1) The **"USER-CENTERED"** Story Arc

(2) The **"WHAT WE LEARNED"** Story Arc

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For your **story**,
who is your audience?

What do they
care about?



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For your **story**, who is your audience?

What do they
care about?

What is their
environment/
mood/current
state while
listening to your
story?



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For your **story**, who is your audience?

What do they
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What is their
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listening to your
story?

What do you
want them to
take away?



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For your **story**, who is your audience?

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What do you
want them to
take away?

call to action:

What do
you want
them to do?

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TWO EXAMPLE STORY ARCS

(1) The **"USER-CENTERED"** Story Arc

(2) The **"WHAT WE LEARNED"** Story Arc

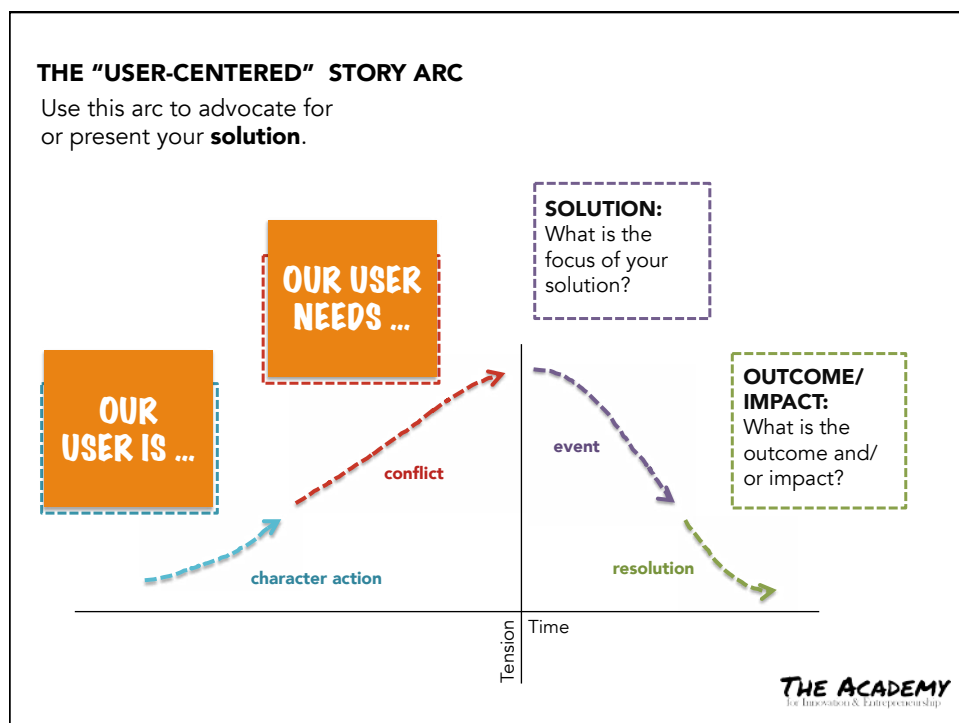
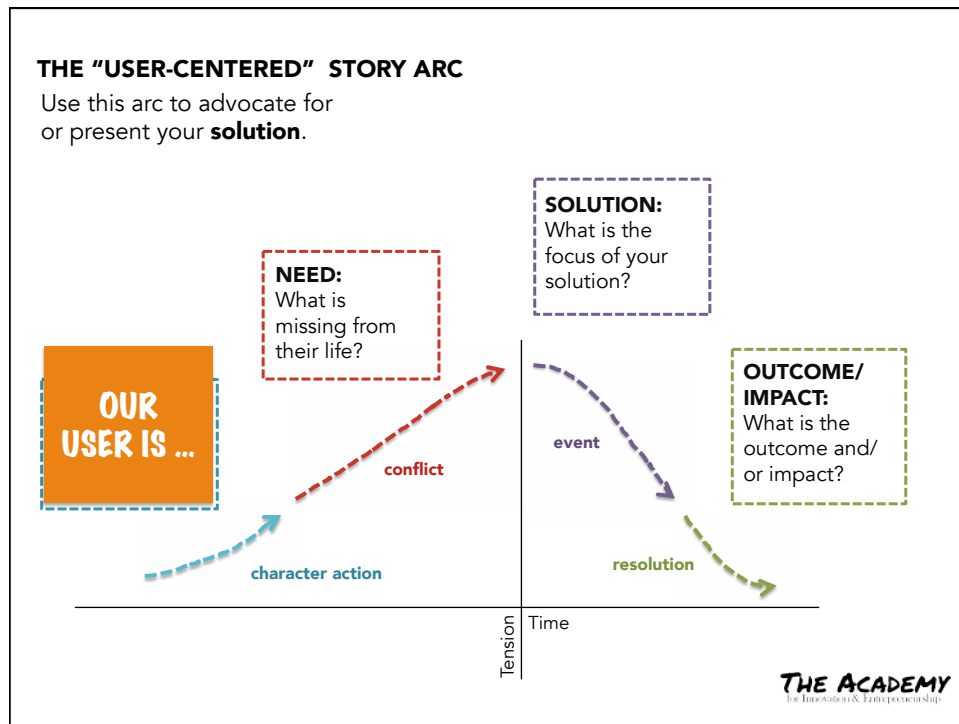
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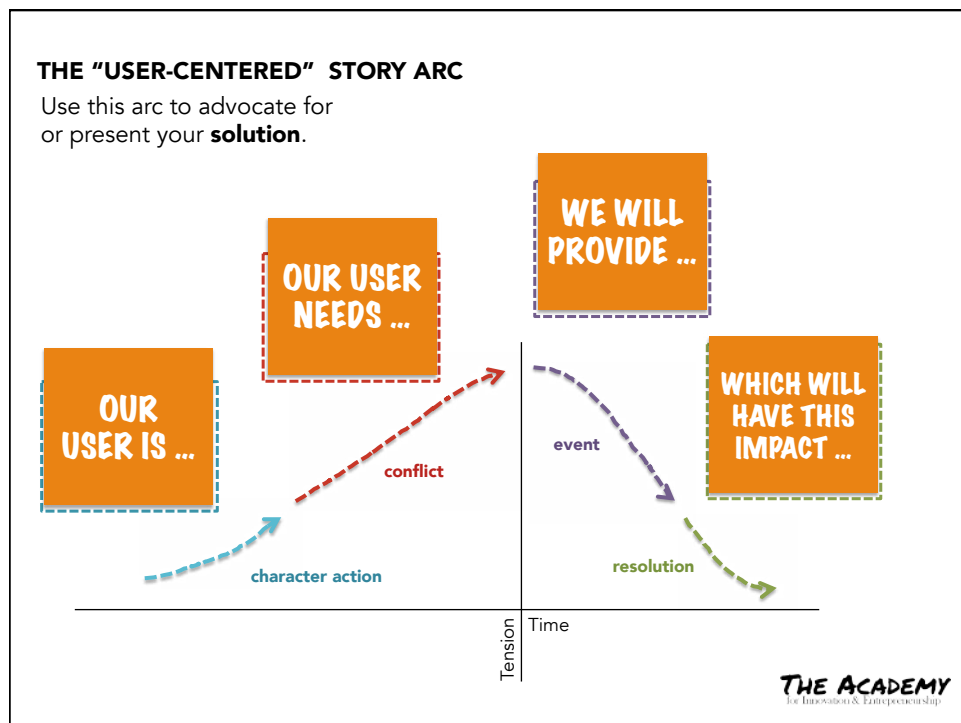
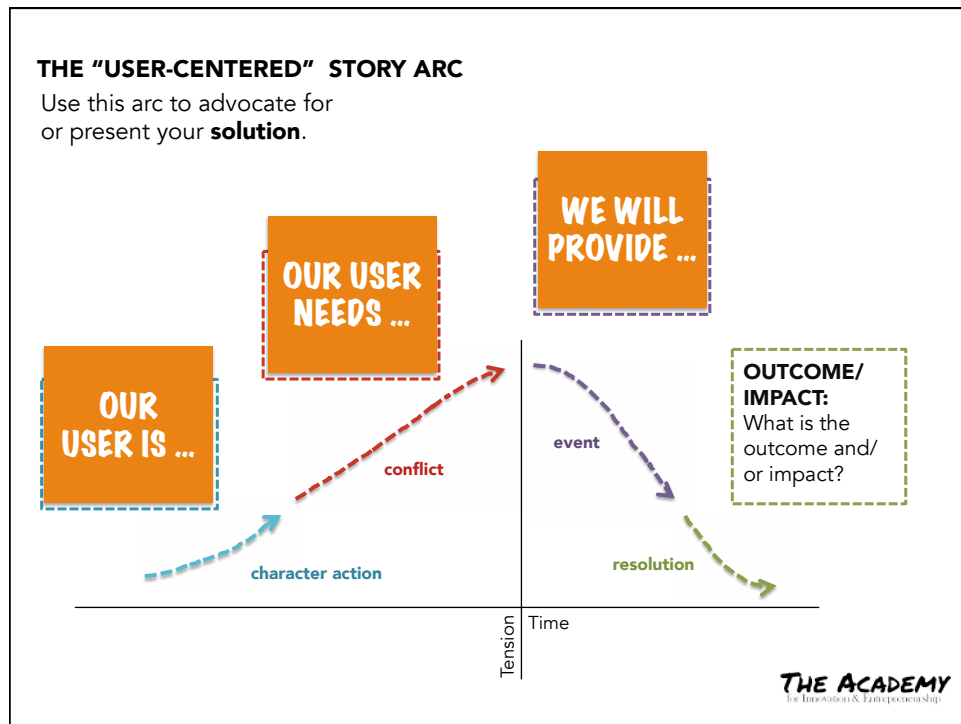
THE "USER-CENTERED" STORY ARC

Use this arc to advocate for
or present your **solution**.



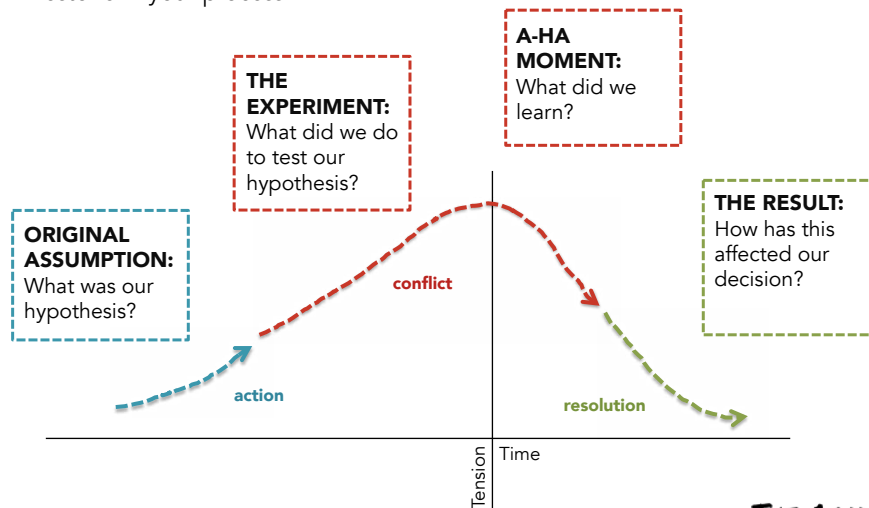
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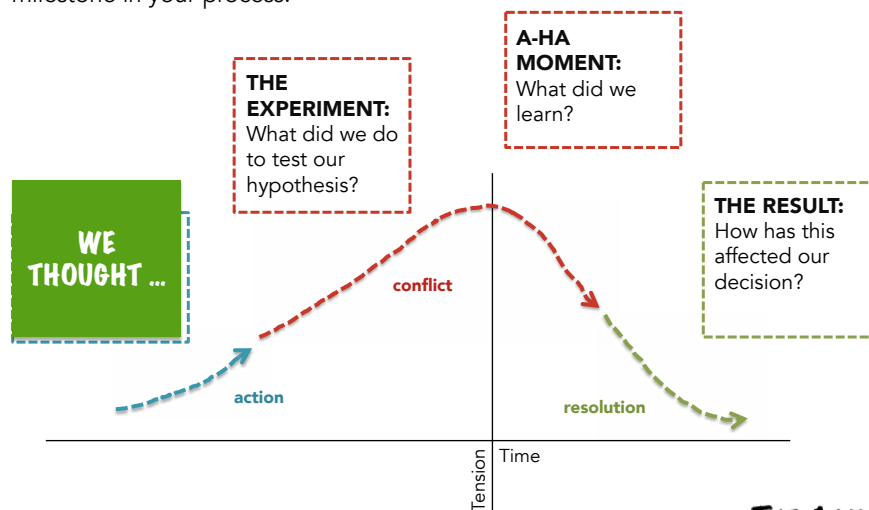
THE "WHAT WE LEARNED" STORY ARC

Use this story arc to highlight an exciting turning point, key moment or milestone in your process.



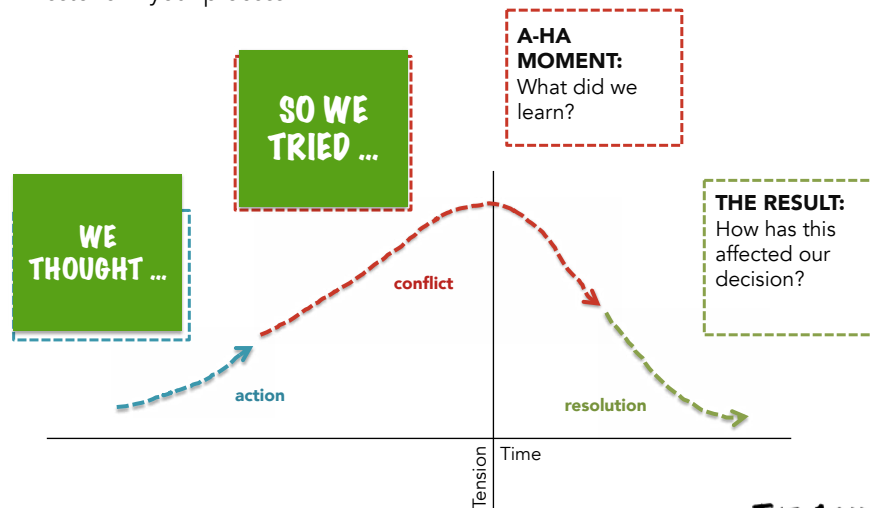
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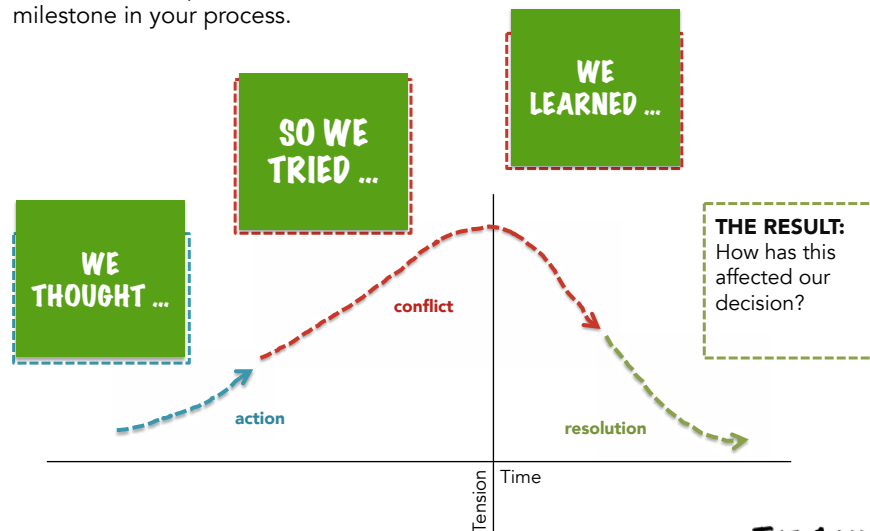


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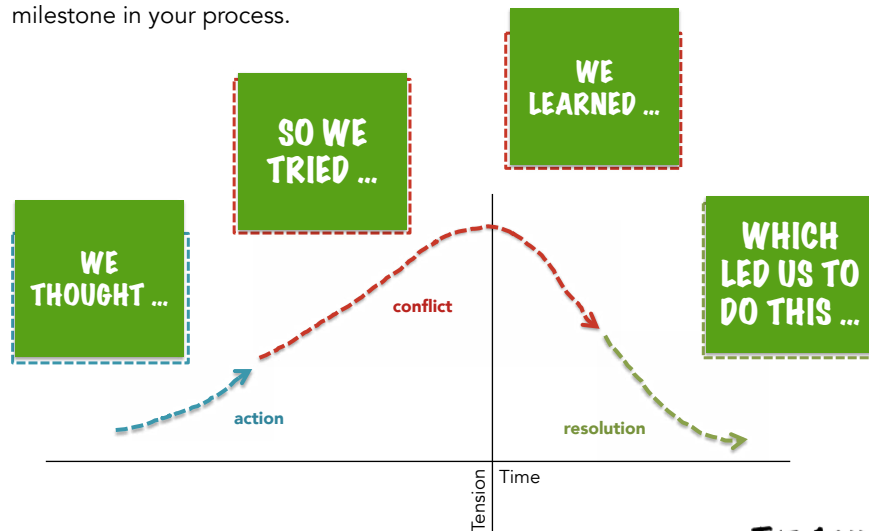
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PROCESS

1. Identify your character:

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2. Prototype your story:

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3. Add personality:

Show, don't tell.

4. Design a hook

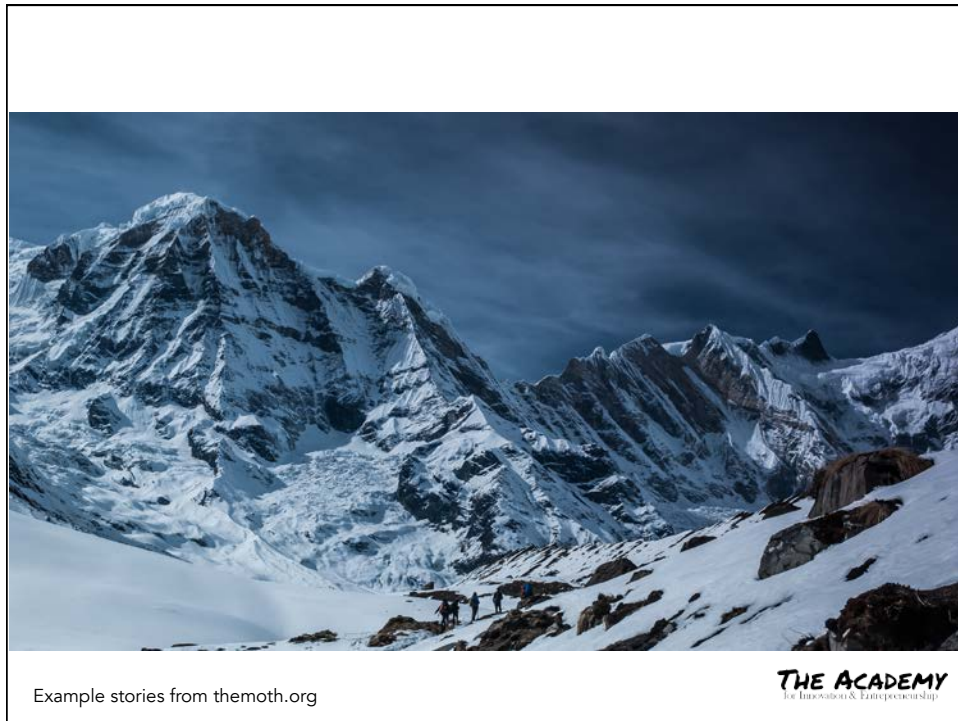
5. Craft your story

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Add personality: *show, don't tell.*

- Start in the action
- Connect with your audience
- “put me in the room” anecdotes
- Moments of reflection
- Artifacts (photos, sketches, prototypes, videos)





Start in the **action**
+ Less is **more**



Connect with your audience.



Connect with your audience.

- Analogies
- Visuals
- Personification
- Include them & you
- Simple examples



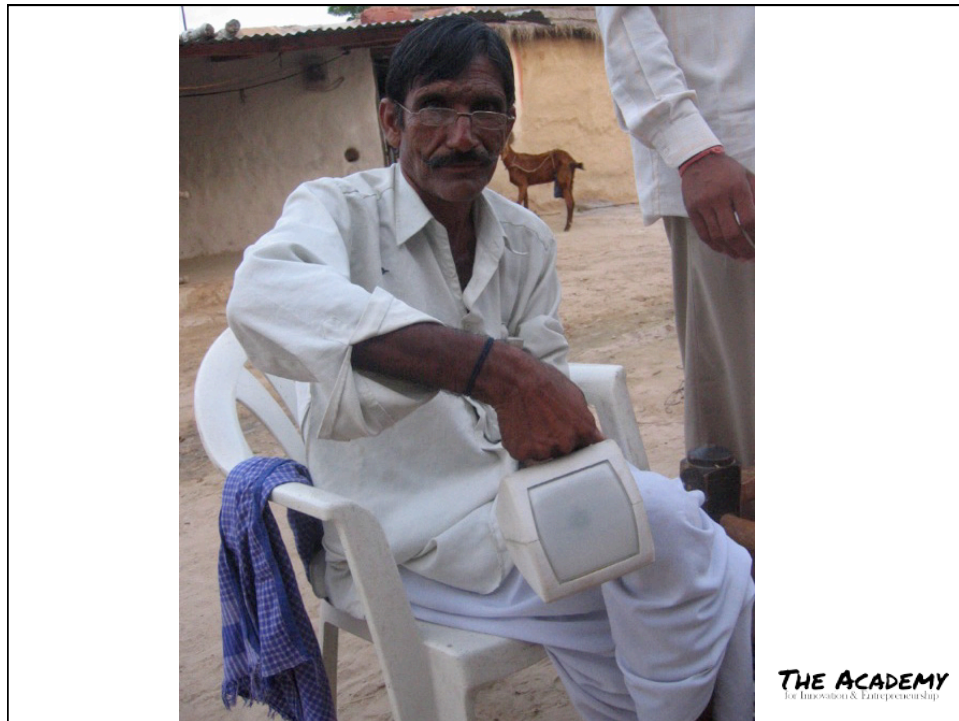
"put me in the room" anecdotes



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moments of reflection

**THIS WAS
A REALLY
IMPORTANT
MOMENT FOR
MY TEAM....**

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artifacts



PHOTOS & SKETCHES

artifacts



PROTOTYPES & VIDEOS

PROCESS

1. Identify your character:

Create a persona.

2. Prototype your story:

Create the story arc.

3. Add personality:

Show, don't tell.

4. Design a hook:

Entice them to listen.

5. Craft your story

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Hook the audience:
entice them to listen...

Story Starters
How to hook the audience

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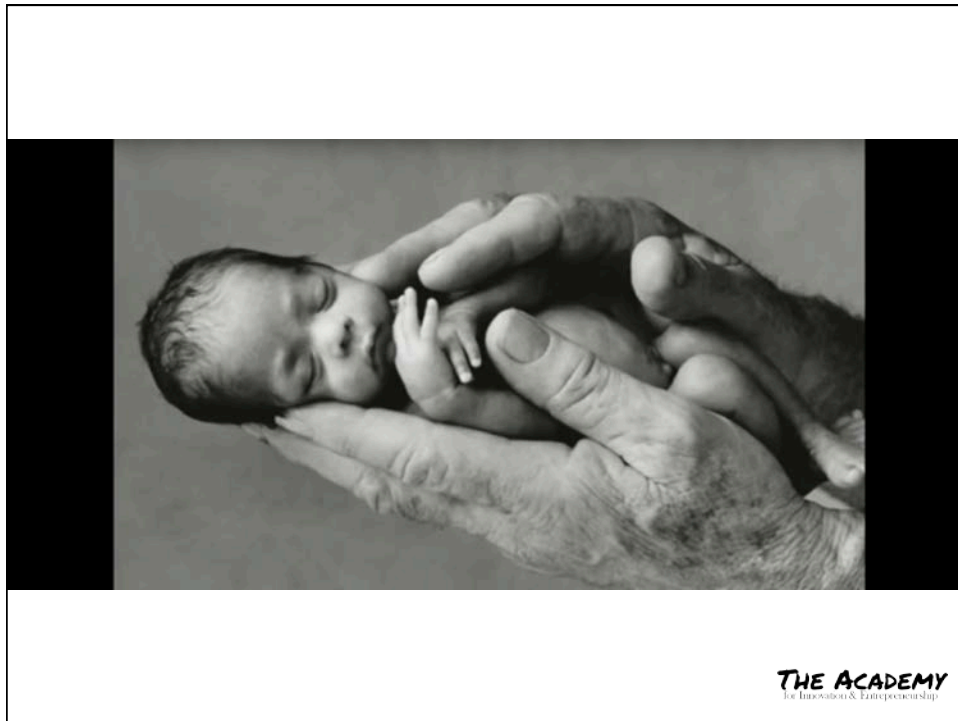


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Jane Chen

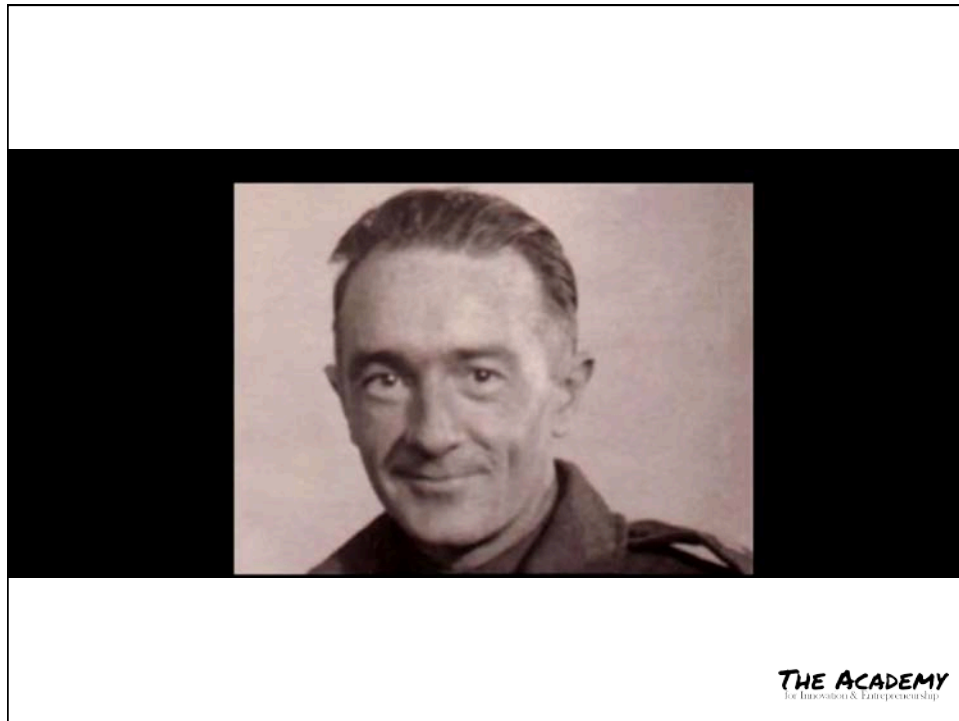


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Tim Harford





Daniel Pink



Malcolm Gladwell



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PROCESS

- 1. Identify your character:**
Create a persona.
- 2. Prototype your story:**
Create the story arc.
- 3. Add personality:**
Show, don't tell.
- 4. Design a hook:**
Entice them to listen.
- 5. Craft your story:**
Finally time for Power Point...maybe....

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Craft your story



Photo credit: flickr // Ian Sane

EMY
workshop


~~Lorem Ipsum~~

- ~~• Lorem Ipsum Lorem Ipsum Lorem Ipsum Lorem~~
- ~~• Lorem Ipsum Lorem Ipsum Lorem Ipsum~~
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What not to do.


Photo credit: N. Kahn



Running Styles

Photo credit: N. Kahn

Be intentional with what you show us.
“Capitalize on compelling visuals to tell your story.” (-N. Kahn)



Daisy Rosario
Stiffs: Stories of the Nearly and Dearly Departed
THE MOTH

Practice your delivery.
“How do you get to Carnegie Hall? The answer is simple: Practice.”
-N. Kahn

Wrap-up

- Rely on storytelling elements to communicate & advocate for your project
- Stories are character-driven
- Stories have 3 parts – action, conflict & resolution
- Process
 - Identify your character – be specific!
 - Prototype: Create story arc
 - Add personality
 - Start in the action
 - Connect with your audience
 - “put me in the room” anecdotes
 - Moments of Reflection
 - Artifacts
 - Design a hook
 - Craft your story

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